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REMARKS

Applicant has amended the above-identified application responsive to the Office Action dated February 3, 2003.

Applicant has amended claims 1, 4, 5, 8, 11 and 13, cancelled claims 3, 7, 9, 10, 12, 16, 17 and 18 and added new claims 19-26. Independent claims 1 and 13 remain, substantially as previously presented and with the minor amendments indicated. New independent claim 19 repeats the subject matter of claim 1, intermediate dependent claim 2, and allowable claim 3. Claims 4 and 5 have been amended to depend from new claim 19.

New independent claim 20 combines claims 1 and 2 and allowable claim 7. Claim 8 has been amended to depend from new claim 20.

New independent claim 21 combines the recitations of claim 1 and allowable claim 9. New independent claim 22 combines claims 1 and 10, with claim 11 amended to depend from new claim 22. New independent claim 23 combines claims 1 and 12. New independent claims 24, 25 and 26 combine the recitations of claim 13 with allowable claims 16, 17 and 18, respectively. Overall, claims 1, 2, 4-6, 8, 11, 13-15, and 19-26 remain pending.

Claims 3-6, 7-12 and 16-18 were previously indicated to be allowable once rewritten in independent form to overcome the indefiniteness rejections pointed out by the Examiner. Accordingly, all of new independent claims 19-26 and remaining dependent claims 4-6, 8 and 11 are submitted as being allowable as amended and rewritten.

Applicant further requests reconsideration of the remaining rejected claims 1, 2 and 13-16, arguing that they are not obvious in view of the references cited by the Examiner. As to claims 1 and 2, it is respectfully submitted that it would not have been obvious to one of ordinary skill in the art to incorporate the support arm of Valiulis into the reinforced strip display of Shea.

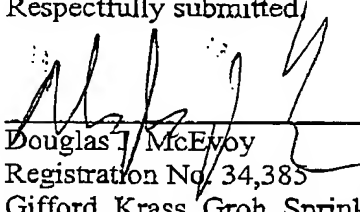
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In particular, claims 1 and 13 each now recite that the support arm extends in a substantially vertically coplanar and parallel fashion relative to the lengthwise extending wall, and in order to accomplish its stated desire of operating as an aisle way extender bracket. This recitation is clearly supported by the drawings in the instant application and is clearly contrary to the disclosure in Valiulis, and in which the elongated and flat metal hanger plate 10 extends in a substantially horizontal fashion and forwardly from a top front face of a shelf display 14.

As to independent claim 13, Leonard was cited in combination with Shea and Valiulis and as further teaching a product support portion suspended from an "S" shaped hook. While illustrating an "S" hook as noted by the Examiner, Leonard does not teach or suggest any type of application to an aisle way extender as recited in claim 13. In contrast, the display in Leonard is vertically extending and does not qualify as a sideways and aisle way extending bracket such as disclosed in amended claim 13.

Accordingly, it is respectfully submitted that the claims are allowable, as amended or added herein. Attorney for Applicant may be contacted at (248) 647-6000 with any questions the Examiner may have.

Respectfully submitted,



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